

Generative AI - Email amplifAler

One-stop solution for all the email needs of
a contact center

Introduction

Today, customer experience (CX) is driving businesses globally, with reports showing that 9 out of 10 businesses are competing on this front. Responding to customer queries is the most important way to enhance CX. Among various channels, email communication is crucial and integral for contact centers to respond to customer queries.

A survey indicates that more than 60% of customers prefer email as a mode of communication due to the convenience it offers. However, companies struggle to manage email communication and live up to customer expectations.

Customer Challenges

Email channel is associated with multiple challenges that impact the contact centers adversely with:



High cost of operations as each email response costs an average of \$8



Human dependence as email responses require specific expertise and historical context



Not enough staff members to handle the huge volumes



Old-fashioned tools with no intelligence



High turnaround time on an average of 12 hours of turnaround time for email responses



Inconsistent and inaccurate responses

Contact centers handle multiple channels of communication to address customer queries with email being an integral part. Notably:



60% Customers prefer emails



Contact centers handle high volume of communications across various channels



Addressing customer queries often requires looking up multiple systems

Gen AI Email amplifAler Features



Tech Mahindra's Email amplifAler brings the power of generative AI to provide unified visualization and automation techniques, which also enables humans in Loop philosophy to deliver outcomes responsibly to enhance the potential of contact centers.



The solution also provides an end-to-end solution for email automation, starting from receiving emails, identifying the intents, extracting the required entities from emails to gathering the required information from other systems like CRM, finance, etc.



Leveraging an automation program, the solution generates automatic email responses using templates and sends them to customers. It also provides the capability to keep humans in the loop to review the generated responses and make changes if required before sending them to customers.

One-stop solution for all the email needs of a contact center



Business Benefits

- One-stop solution for all email needs of the contact center
- Up to 90% faster turnaround
- Up to 80% reduction in the cost of email operation
- Consistent and accurate responses
- Personalization at Scale
- Create well-crafted & visually appealing content
- Quicker onboarding of new email categories
- Lesser human dependency
- Auto classification based on the queries
- Auto extraction of entities from the email
- Auto-generated responses based on templates

About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 147,000+ professionals across 90+ countries helping 1100+ clients, TechM provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, in recognition of actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your scale at speed imperatives, please visit <https://www.techmahindra.com/>

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